

**AMENDMENTS TO THE CLAIMS:**

1. (Currently Amended) A method for selling goods and services in conjunction with the Internet, comprising:  
  
receiving session information from ~~an enterprise's~~ a website about a customer's session on the website, the website being associated with a selected one of a plurality of enterprises and the session information comprising the products the customer is searching;  
  
receiving any customer information on the customer from the selected enterprise;  
  
determining from the session information and any customer information that the customer constitutes a sales opportunity appropriate for assistance from a sales associate;  
  
matching the customer with ~~at least one~~ the sales associate, the sales associate being independent from the plurality of enterprises;  
  
facilitating communication for a sales transaction between the customer and the matched sales associate via the Internet;  
  
receiving sales information; and  
  
providing the session, customer, and sales information to the matched sales associate based on the particular sales opportunity with the customer.

2. (Currently amended) The method of claim 1, wherein the customer information is received from the selected enterprise.

3. (Currently amended) The method of claim 1, wherein the customer information is received from a third party.

4. (Original) The method of claim 1, wherein the session information is parsed and segmented in accordance with product accreditations achieved by sales associates, whereby each sales associate is presented with different types of sales opportunities depending on the product accreditation of the sales associate.

5. (Original) The method of claim 1, wherein sales opportunities are determined from a single website.

6. (Cancelled)

7. (Cancelled)

8. (Original) The method of claim 1, further comprising;

facilitating bridging out from Internet communication between the customer and sales associate to another mode of communication between the customer and sales associate.

9. (Original) The method of claim 8, wherein the bridged mode of communication occurs over a public switched telephone network

10. (Original) The method of claim 8, wherein the bridged mode of communication occurs over the Internet via an IP-based communication protocol.

11. (Original) The method of claim 8, wherein the bridged mode of communication occurs over a wireless communication network.

12. (Original) The method of claim 1, wherein the sales associate has the capability to manipulate the customer's navigation of the Internet.

13. (Original) The method of claim 1, wherein the sales associate is provided session, customer, and sales information on web pages via the Internet.

14. (Original) The method of claim 1, wherein the sales information comprises product information, catalog information, and external information.

15. (Original) The method of claim 1, wherein some of the sales information is obtained from the enterprise.

16. (Original) The method of claim 1, wherein some of the sales information is obtained from a third party.

17. (Original) The method of claim 1, wherein the sales information provided to the sales associate is pertinent to the sales opportunity based on the characteristics of the sales opportunity.

18. (Original) The method of claim 1, wherein the sales information provided to the sales associate is associated with the results of a previous sales opportunity and the association produces a dynamic re-ranking of the aggregate sales information available in terms of selling effectiveness, and results of the re-ranking are automatically incorporated into the sales information provided to a next sales associate presented with a similar sales opportunity.

19-59. (Cancelled)

60. (Currently amended) A method for selling goods and services in conjunction with the Internet, comprising:  
receiving session information from a plurality of websites about customers' sessions on the websites, the session information comprising the products the customers are searching;

receiving any customer information on the customers;  
for each customer, determining from the session information and any customer  
information that the customer constitutes a sales opportunity appropriate for  
assistance from a sales associate;  
matching the customers with ~~at least one~~ the sales associate, the sales associate being  
independent from the plurality of websites;  
facilitating communication for a sales transaction between the customers and the matched  
sales associates via the Internet;  
receiving sales information for each sales opportunity; and  
providing the session, customer, and sales information to the matched sales associates  
based on the particular sales opportunity with the customer.

61. (Cancelled)

62. (Cancelled)

63. (New) A method for selling goods and services in conjunction with a communication  
medium, comprising the steps of:  
receiving session information from a selected one of a plurality of websites, the session  
information being associated with products the customer is searching on the  
website;

receiving customer information associated with the customer;  
determining from the session information and the customer information that the customer  
constitutes a sales opportunity appropriate for assistance from a sales associate;  
matching the customer with the sales associate, the sales associate being independent  
from the plurality of websites;  
facilitating communication between the customer and the matched sales associate via a  
communication medium;  
receiving sales information associated with the sales opportunity; and  
providing the session information, the customer information, and the sales information to  
the matched sales associate.

64. (New) A method for selling goods and services in conjunction with a communication  
medium, comprising the steps of:  
receiving session information from a plurality of websites, the session information being  
associated with products the customer is searching on the plurality of websites;  
receiving customer information associated with the customer;  
for each customer, determining from the session information and the customer  
information that the customer constitutes a sales opportunity appropriate for  
assistance from a sales associate;  
matching the customer with the sales associate, the sales associate being independent  
from the plurality of websites;

facilitating communication between the customer and the matched sales associate via a  
communication medium;  
receiving sales information associated with the sales opportunity; and  
providing the session information, the customer information, and the sales information to  
the matched sales associate.